



MULAN

A stylized yellow dragon with orange and red flame-like patterns along its back and tail, positioned below the title.

BUENA VISTA PICTURES DISTRIB



2nd Pl. tie

#250.

CIRCUIT THEATRE MANAGER CONTEST OFFICE

ALL qualified entries received by your Buena Vista Pictures Distribution Marketing Coordinator by the due date will receive a Certificate of Appreciation, and a t-shirt themed to Walt Disney Pictures' 37th animated feature, TARZAN.

NAME <u>MARTHA T. Copley</u>	Jacket Size <u>M</u>	SSN/SIN
NAME <u>Jan Williams</u>	Jacket Size <u>M</u>	SSN/SIN
NAME <u>Randy Jordan</u>	Jacket Size <u>L</u>	SSN/SIN
NAME <u>David Deck</u>	Jacket Size <u>XL</u>	SSN/SIN
NAME <u>Casey McChung</u>	Jacket Size <u>M</u>	SSN/SIN
NAME <u>William Steen</u>	Jacket Size <u>L</u>	SSN/SIN
NAME <u>Pierga Lawrence</u>	Jacket Size <u>L</u>	SSN/SIN

To be eligible to win, each individual's Social Security Number/Social Insurance Number must be included.

*Jacket Sizes S, M, L, XL, XXL

Theatre Name Pacific Crossmont Center 8
 Street Address 5500 Crossmont Center Drive PO Box _____
 City LA MESA St/Prov CALIFORNIA Zip/PC 91942
 Phone # (619) 465-3040 (Direct office/Daytime number) FAX # (619) 465-0564

LABEL ALL ITEMS ACCOMPANYING THIS ENTRY FORM WITH THEATRE NAME AND ADDRESS

JUDGING CRITERIA

Lobby	25 Points
National Partner	15 Points
Media	20 Points
Outside	30 Points
Opening Event	10 Points
Total	100 Points

We'd love to see your team, please include a photo with your entry.



OFFICIAL CIRCUIT THEATRE MANAGER CONTEST RULES

1. All qualified entries must be submitted on a completed Manager Contest Official Entry Form available from your regional/home office or your local Buena Vista Pictures-Distribution ("BVPD") Marketing Coordinator.
2. All qualified entries in the Circuit Theatre Manager Contest must be sent to your regional/home office no later than close of business AUGUST 6, 1998. Late entries shall be disqualified. Winning entries must be received by BVPD's Burbank Home Office no later than close of business AUGUST 27, 1998, for entry in the NATIONAL CONTEST.
3. Live costumed characters portraying a Disney character shall not be used.
4. Entries will be judged by BVPD representatives solely on the "Official Judging Criteria," without regard to theatre ownership or affiliation. The judges' decisions shall be final.
5. All theatre managers of theatres licensed to exhibit MULAN in the United States and Canada are eligible to participate in this Contest.
6. All Promotional Guidelines set forth on the back page of the MULAN Promotion Guide must be followed.
7. BVPD and its affiliates shall have the sole right to reproduce and otherwise exploit in any manner all art, designs, ideas, concepts and other tangible or intangible work product reflected in the entry (the "Work"), all of which shall be considered a work-for-hire. In the event that Work is not deemed a work-for-hire, all right, title and interest in the Work is hereby assigned to BVPD. All uses made of trademarks owned by BVPD or its affiliates shall inure to the benefit of the respective owner, which shall own all rights created by such use.
ENTRIES WILL NOT BE RETURNED.
8. Contest entrants consent to use of their names or likenesses in connection with announcements regarding winning entries without further consideration, except where prohibited by law.
9. Entries or promotions which violate these Official Rules or contain false or misleading information shall be disqualified.

LOBBY ACTIVITIES:

We displayed all BVPD materials given to us by the second week of May. We had the Mushu dragon hanging above our snack bar and the front lobby doors were painted with Mushu, Mulan, Cri-Kee and Shang. There were other cardboard displays hung up over our popper and in the front lobby. We also put the large 3-panel standee up in our theatre hallways and had 20-30 mini posters up all over the theatre at the beginning of May. These were hung on entry doorways, next to the condiment counter, near the bathroom and down the hallways. The majority of staff wore Mulan buttons all during May as well.

Our box office was very Mulan-decorated. It had Chinese lanterns hung, along with Mulan window stickers of Mulan, Cri-Kee, Shan-Yu and Shang. There were also Mulan toys and books displayed and several Mulan-themed original contests including "Name the Panda" and "Guess the Grains of Rice." The giant plush Mushu was also in the box office window. The entry doors were painted with pictures of Mulan, Cri-Kee, Shang and Mushu and had Mulan banners hung in the doors. This was all done about 1 month before Mulan opened

For outside the theatre we hung posters in our poster cases next to the marquee advertising Mulan and our Mulan opening weekend events 2 weeks before the film opened. In addition the Mulan banners and signs that hung in our box office were visible to people outside in the mall and many people asked about the film after seeing the box office decorations.

Original things we did to advertise Mulan were cut out Chinese-style fish to hang in our lobby, make posters to advertise our opening weekend events and the film itself, get a cross-promotion with Toys R Us, display Mulan books, and design several other Mulan-themed contests. The first contest consisted of naming a stuffed Chinese panda that we had displayed in our box office. The best name won the panda and passes to the San Diego Zoo and five runner-up winners won passes to the zoo. Our other contest was a "Guess the grains of rice" contest. We had a jar of rice in the box office and people guessed how many grains were in the jar. The closest guess won dinner at the Sunny Garden Chinese Restaurant there in the mall. In our box office we also displayed authentic Chinese fans and pin cushions imported from China which we borrowed from Pier 1 Imports. Members of the staff also wore Chinese-style clothing to promote the film.

National Retail Partner – McDonald's

Unfortunately, we were not successful at getting a promotion going with our local McDonald's.

Media Coverage

Radio and TV

We wrote up a press release for all of our opening-weekend events and sent it to Channel 10 (ABC affiliate), Channel 8 (CBS affiliate), Channel 39 (NBC affiliate), Channel 51 (UPN affiliate), the San Diego Reader (entertainment newspaper), the Daily Californian (newspaper), and the San Diego Union-Tribune (newspaper).

We exchanged movie passes for on-air mentions of the opening of Mulan and our opening weekend events. The mentions ran on Q106 FM, which is a top-40 radio station, and Magic 95.7 FM, which is a modern soul and R&B station. Both stations are in the top ten most-listened to stations and Q106 is in the top five. The DJ's also gave out the passes to listeners who could use them to come and see Mulan. The mentions ran from Wednesday June 17 – Saturday June 20 and were done several times during the day.

Newspaper and other media coverage

We wrote up a press release for all of our opening-weekend events and sent it to the San Diego Reader (entertainment newspaper), the Daily Californian (newspaper), and the San Diego Union-Tribune (newspaper).

An ad ran in the San Diego Union-Tribune on June 19 advertising our opening-weekend activities. The ad cost \$700 and the circulation of the Union-Tribune is in the hundreds of thousands. It is the biggest paper in San Diego County. We also made posters to hang in our lobby and outside near our marquee that advertised our contests and opening weekend activities. These were hung several weeks before Mulan opened. The weekend before the movie opened we made up 500 colored flyers advertising our opening weekend events and passed them out all over the mall at toy stores, Chinese restaurants, department stores, etc.

Outside promotions

We passed out flyers advertising our opening weekend events at retail stores all over the mall. We focussed on toy stores, a Chinese restaurant and department stores but flyers were handed out at many other stores.

We had a cross-promotion with Toys R Us in which we displayed Mulan toys in our box office and gave Toys R Us movie passes that could be used to see Mulan. We also had a promotion with the Sunny Garden Chinese Restaurant. Theatre guests guessed how many rice grains were in a jar we had displayed in our box office. The closest guess won dinner at the Sunny Garden and the Sunny Garden also had flyers advertising our opening weekend events. We had a promotion with the San Diego Zoo where guests named a stuffed Chinese panda we had in our box office. The best name won the panda and San Diego Zoo passes and five runner-up winners won passes to the zoo. In exchange, we gave the zoo movie passes that could be used to see Mulan.

We worked with the Asian Story Theatre, the Lucky Lion Dancers and the Chinese Martial Arts Institute for our opening weekend events. Both groups performed martial arts and scenes from Mulan – the play for us in exchange for movie passes. The members of the Chinese Martial Arts Institute were school children ranging from 4-18 and also some older students. The members of the Asian Story Theatre were amateur actors and also members of the Chinese Martial Arts Institute ranging from 6-adult. The Lucky Lion Dancers ranged in age from 8-adult.

Opening weekend event

Our opening weekend events were to have martial arts demonstrations by the Chinese Martial Arts Institute and scenes from Mulan – the Play performed by the Asian Story Theatre on Saturday, June 20. The performance lasted about 30 minutes and included live music, martial arts and acting. We had a really large crowd of families that gathered in front of our theatre to see the play and then went in to see the movie after it ended. On Sunday, June 21 we had a Lion Dance by the Lucky Lion Dancers. This included 2 colorful lions dancing, a man with mask and sword dancing with them and live music accompanying the dancers. The dance winded through the mall and brought people from all over the mall to see the dance and then go in to see Mulan. Our guests also had chances to win dinner at the Sunny Garden Chinese Restaurant, San Diego Zoo passes, and the plush Mushu.



CIRCUIT THEATRE MANAGER CONTEST OFFICIAL ENTRY FORM

Theatre _____ City, State/Province _____

OUTSIDE PROMOTIONS

50 POINTS TOTAL

Tie-ins should drive business from an outside establishment to your theatre to see MULAN.

**10 POINTS:** Theatre exposure in retail locations, sniped 1-sheets, etc._____
_____**10 POINTS:** Bounceback promotion driving traffic to theatre from retailer's and vice versa.

Did you create a bounceback offer? (Refer to Promotion Guide) _____

If created, please describe. If your theatre tied in with more than one retailer, please list all stores and the specific promotion created with each. _____

_____**10 POINTS:** Involvement with Community, Schools, and Clubs. Please reference the Promotion Guide for rules on charity.What community groups, if any, did you solicit or work with? _____

_____How did you work with them? What was your promotion? _____

OPENING WEEKEND EVENT

10 POINTS

**10 POINTS:** Did you host an attention-drawing event for MULAN opening weekend that encouraged ticket purchases?If so, please share how event worked. _____

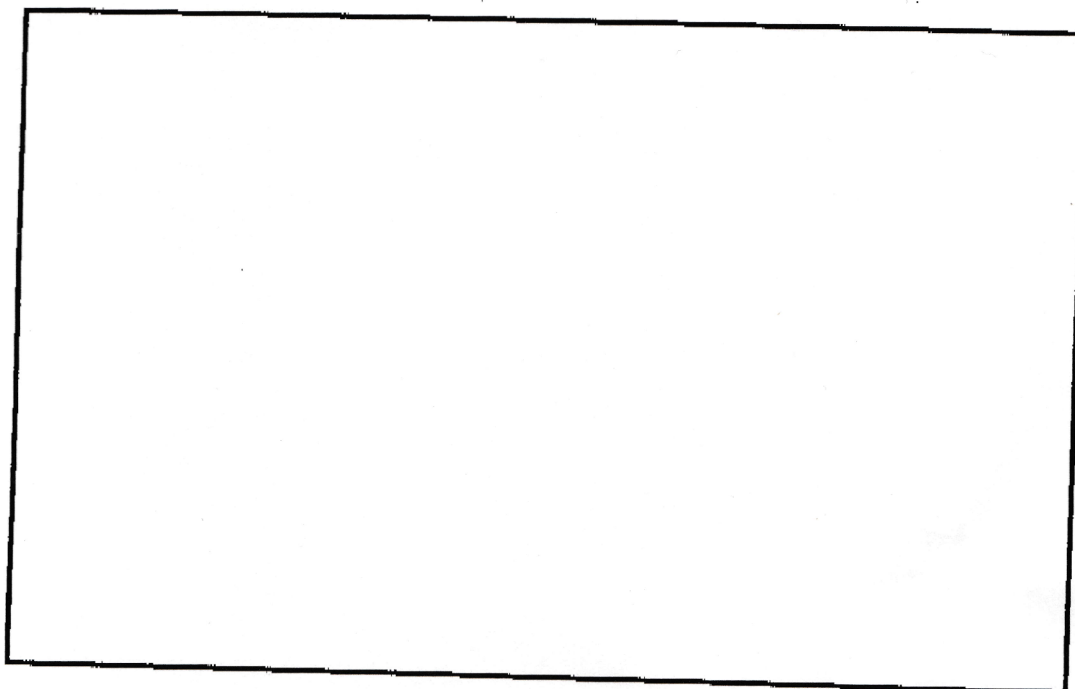
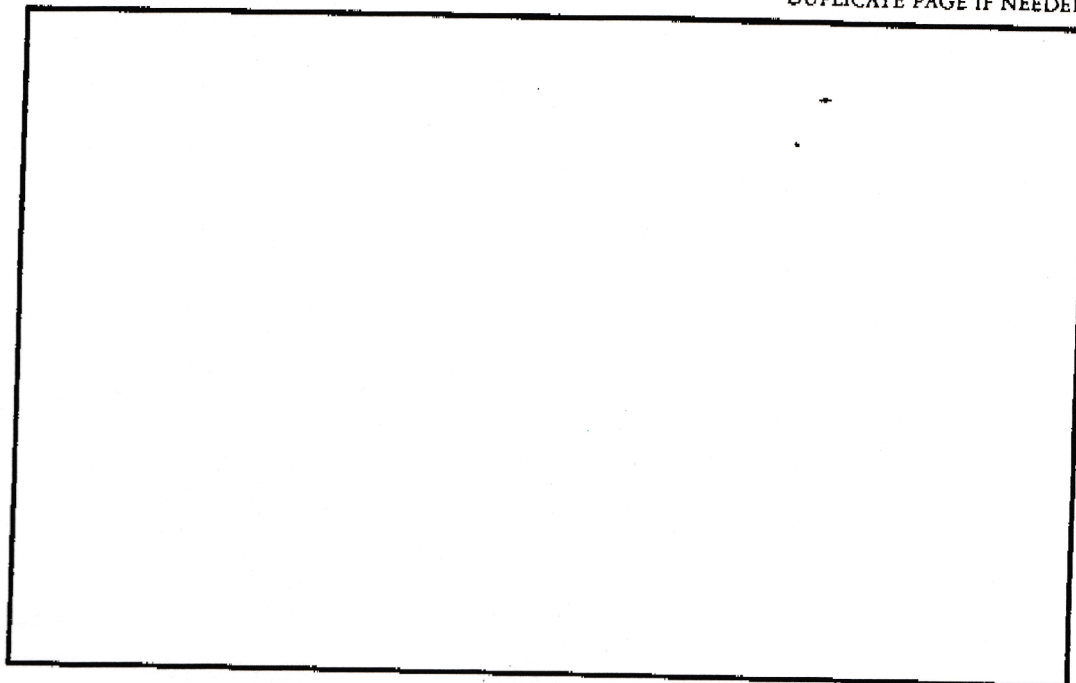
ENTRIES MUST BE RECEIVED BY AUGUST 6, 1998.

page 6



Please place photos of promotions here:

DUPLICATE PAGE IF NEEDED



WELCOME TO OUR
CELEBRATION OF
DISNEY'S MULAN. IN THIS BOOK
(WHICH IS RED FOR CHINA)
YOU WILL FIND OUR BUENA
VISTA DECORATIONS, AS WELL
AS OUR OWN DECORATIONS,
CONTESTS, AND EXHIBITIONS.
WE HOPE YOU ENJOY IT AND
AGREE THAT OUR PROMOTION
IS THE "MOST RARE AND
BEAUTIFUL OF ALL."





PACIFIC'S GROSSMONT
CENTER 8 THEATRE
5500 GROSSMONT CTR DR.
LA MESA, CA 91942

(619) 465-3040



MANAGER - MARTHA
COPLEY

MULAN PROMOTION
COORDINATORS -

SUPERVISORS IAN WILLIAMS
AND WILLIAM STEER



Disney



Disney

Disney

Disney

BUENA VISTA PROVIDED DECORATIONS

Disney

Disney

Disney

Disney

Disney

Disney

Disney

Disney

Disney

Disney

Disney

Disney

Disney

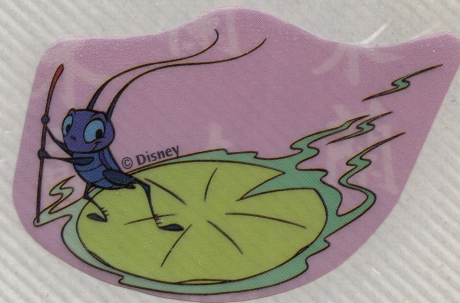
Disney

Disney

Disney



WINDOW STICKERS
ADORNED OUR
BOX OFFICE



ADVERTISING
MULAN TO ALL
VISITORS OF
THE MALL

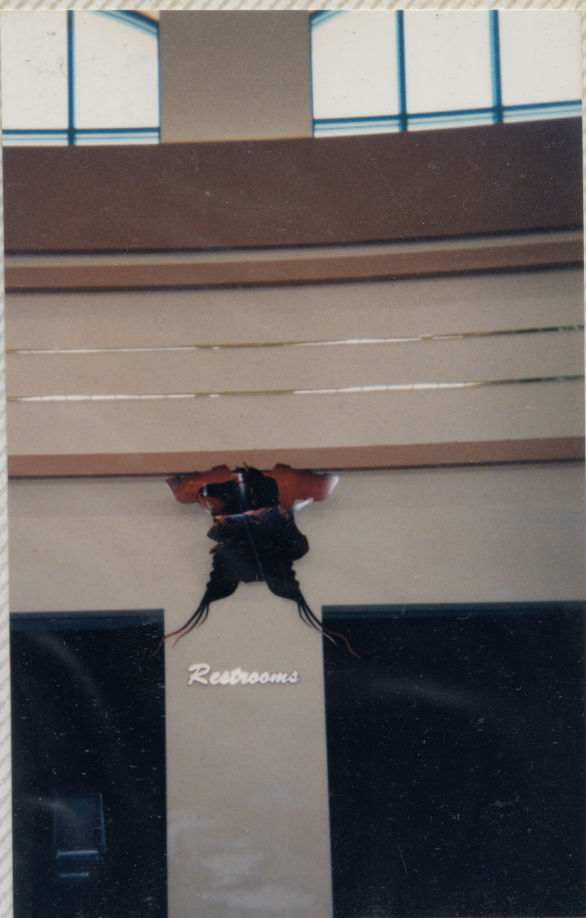


*PAINTINGS OF MUSHU, SHANG ,
CRI-KEE AND MULAN
DECORATING OUR FRONT
DOORS WERE FRAMED BY
MULAN BANNERS*





MUSHU AND MULAN GREETED
GUESTS ABOVE OUR SNACK BAR
AS SOON AS THEY WALKED IN
THE DOOR



GUESTS COULD

SEE MULAN

AND KHAN



FACE OFF

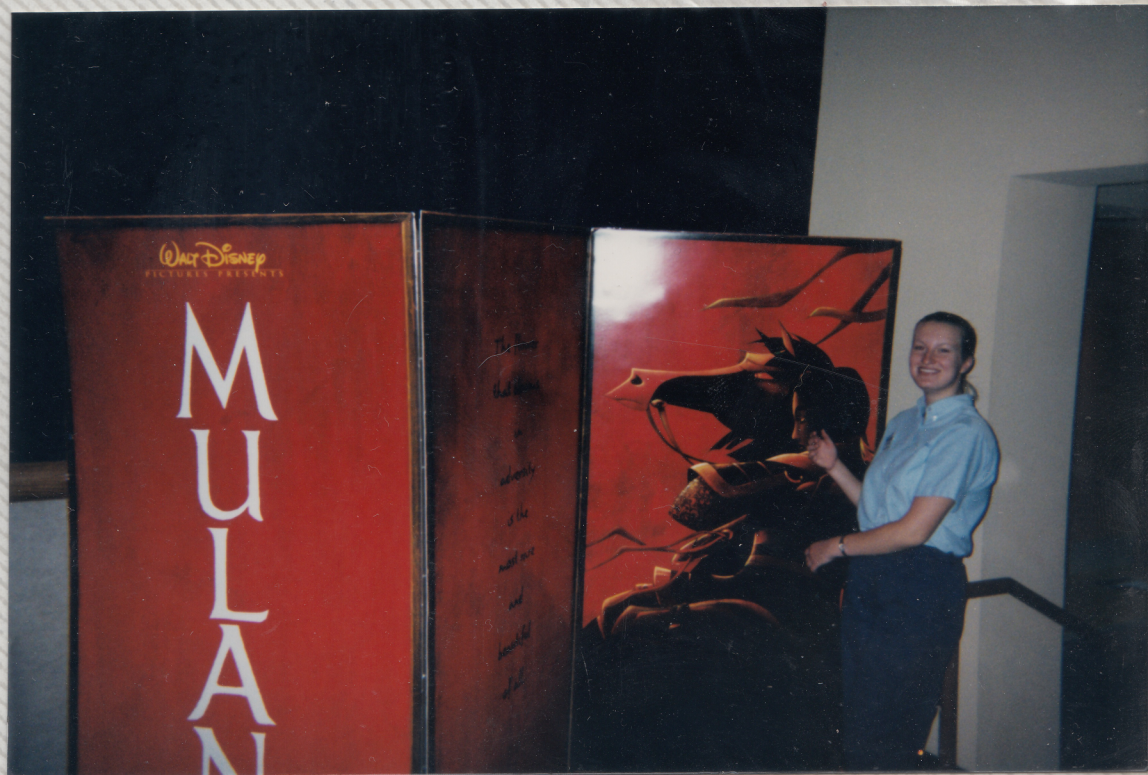
AGAINST SHAN-YU

IN OUR LOBBY





*DOWN THE HALLWAY EMPLOYEE
CHRISTINE MCBRAYER SHOWS
OFF OUR MULAN STANDEE*



*MUSHU FLIES HIGH ABOVE THE
SNACK BAR AS SUPERVISOR*



*IAN WILLIAMS LETS GUESTS
KNOW THAT HE'S A FRIENDLY
DRAGON*



POSTERS!
POSTERS!
EVERYWHERE!





OUR BOX OFFICE
FRONT IN ALL ITS GLORY



FOR THE
 "WIN MUSHU"
 CONTEST WE
 PUT THE
 PRIZE
 PROMINENTLY



IN OUR BOX
 OFFICE TO
 TEMPT MALL
 PATRONS TO
 OUR THEATRE



THE ORIGINAL SIGN THAT HUNG
IN OUR BOX OFFICE AND A FEW
UNSUCCESSFUL ENTRIES

 **PACIFIC THEATRES**
ENTER TO WIN "MUSHU"
co-star of Disney's 36th Animated feature,
 **MULAN**
Name Clayton Taylor
Phone 
Starts June 19th, GROSSMONT MALL THEATRES

 **PACIFIC THEATRES**
ENTER TO WIN "MUSHU"
co-star of Disney's 36th Animated feature,
 **MULAN**
Name Marisa Musgrove
Phone 
Starts June 19th, GROSSMONT MALL THEATRES

**ENTER TO WIN
STUFFED MUSHU
ASK THE BOX
OFFICE
ATTENDANT
ABOUT AN
ENTRY FORM**





 PACIFIC THEATRES

ENTER TO WIN "MUSHU"

co-star of Disney's 36th Animated feature,



MULAN

Name Alex Weinbaum

Phone 

Starts June 19th, GROSSMONT MALL THEATRES



WE PICKED OUR WINNER ALEX
WEINBAUM BY PUTTING ALL THE
ENTRIES INTO A GARBAGE CAN
(THAT HAD BEEN WASHED OUT)
AND PICKING ONE







pacific theatres

OUR ORIGINAL DECORATIONS, PROMOTIONS AND CONTESTS



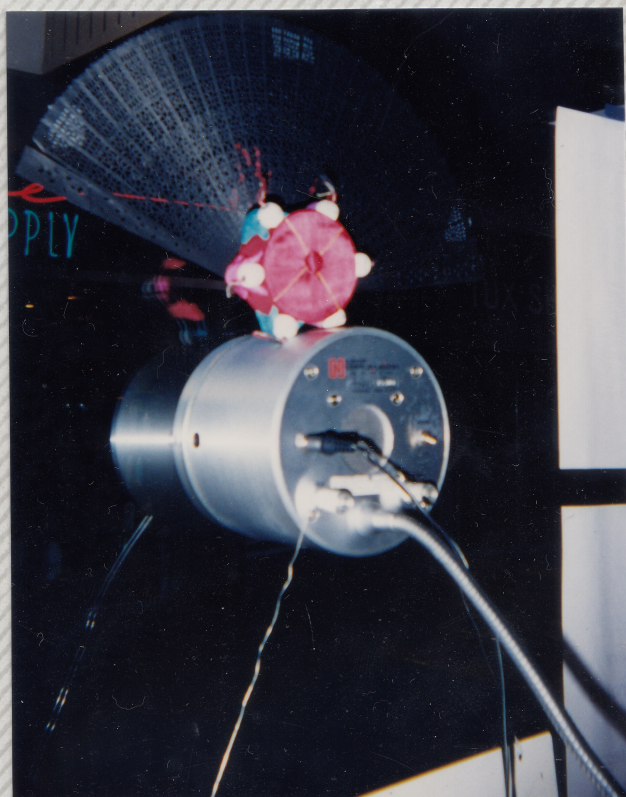
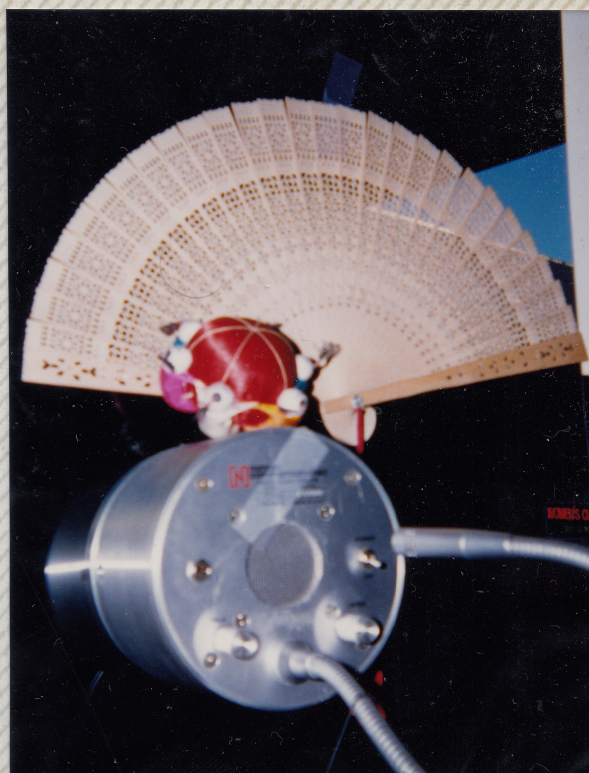




*SUPERVISOR
WILLIAM STEER
CUT OUT
CHINESE-STYLE FISH
BY HAND TO
HANG IN OUR
LOBBY*

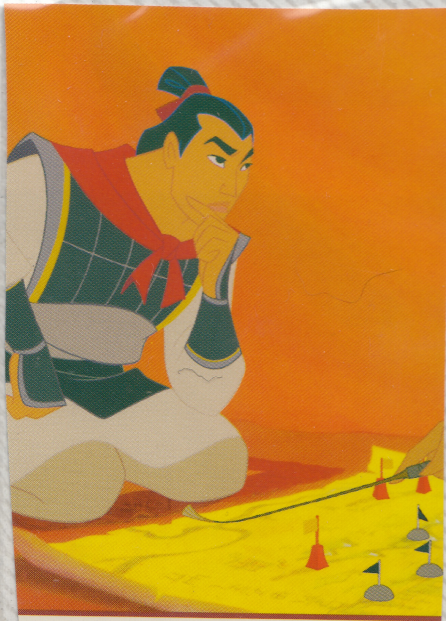


PIER 1
IMPORTS
PROVIDED
US WITH
AUTHENTIC
CHINESE
FANS AND
PIN CUSHIONS
IMPORTED
FROM CHINA



IN A CROSS-PROMOTION WITH TOYS R US, WE DISPLAYED MULAN TOYS IN OUR BOX OFFICE

Clever tie-ins will help you find the most honorable partners.





*CHINESE
LANTERNS
WERE HUNG
TO GIVE*



*OUR BOX
OFFICE THE
LOOK OF A
CHINESE FESTIVAL*



*MULAN BOOKS ALSO HELPED
DECORATE THE BOX OFFICE*

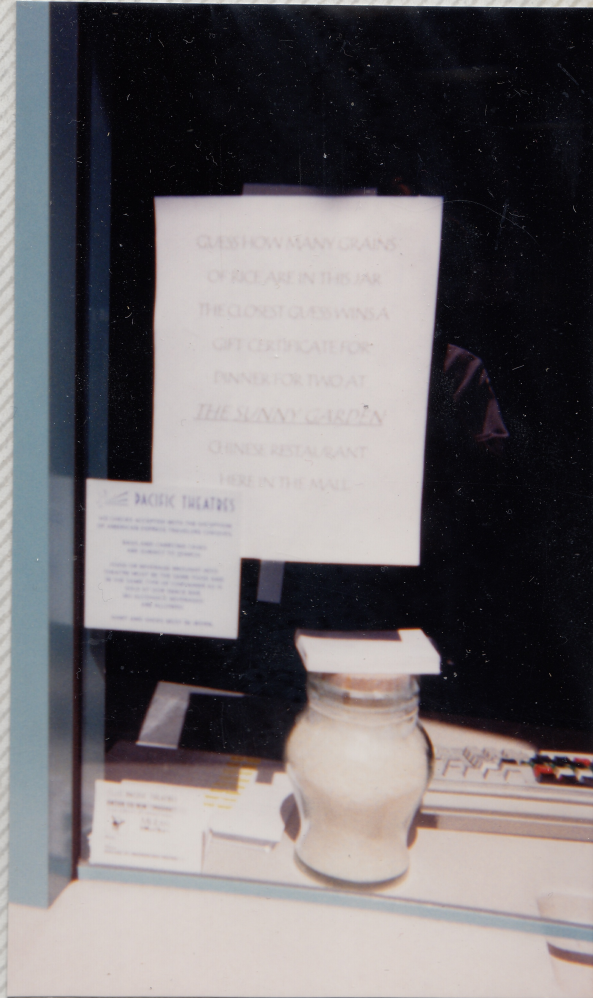


"A single grain of rice can mean the difference
between defeat and victory."

*SOME OF
THE RICE*



*THAT WAS
IN THE JAR*



*IN A
PROMOTIONAL
CONTEST WE
INVITED
CUSTOMERS
TO GUESS HOW
MANY GRAINS
OF RICE WERE
IN THIS JAR.*

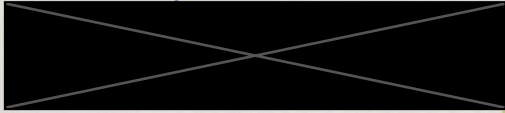
*THE PRIZE FOR
THE CLOSEST
GUESS WAS
DINNER FOR
TWO AT THE
SUNNY GARDEN
CHINESE
RESTAURANT
IN OUR MALL.*

GUESS HOW MANY GRAINS
OF RICE ARE IN THIS JAR
THE CLOSEST GUESS WINS A
GIFT CERTIFICATE FOR
DINNER FOR TWO AT
THE SUNNY GARDEN
CHINESE RESTAURANT
HERE IN THE MALL.

*THE ACTUAL SIGN THAT HUNG
IN OUR BOX OFFICE (CUT
SLIGHTLY TO FIT THIS BOOK)*

SOME OF THE ACTUAL OTHER RICE GUESSES

Hosty Umali



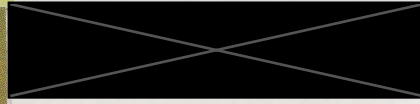
2 Billion

HIGHEST



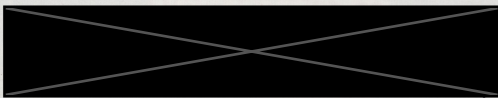
Jan Jones

542



LOWEST

Debbie Kirchhofer



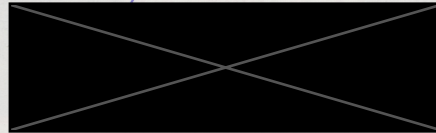
$$\begin{array}{r}
 30 \\
 10 \\
 \hline
 500 \\
 50 \\
 \hline
 25000 \\
 50 \\
 \hline
 1250000 \\
 50 \\
 \hline
 62500000
 \end{array}$$

62500,000

grains of rice

550

GARY SAWYER



THE NUMBER OF RICE GRAINS,
WHICH WAS 51,950, WAS
DETERMINED BY USING AN
EXTREMELY ACCURATE GEM
SCALE. WE TRIED TO ACTUALLY
COUNT THEM OUT BUT GAVE UP
AFTER 11,000



50,000,
grains
Eileen Clancy



OUR WINNER MRS. EILEEN
CLANCY WAS THE ONLY PERSON
WHO WAS CLOSE TO THE RIGHT
NUMBER. SHE TOLD US THAT
SHE GOT HER GUESS BY
PURCHASING A JAR LIKE OURS,
FILLING IT WITH RICE AND
COUNTING OUT THE GRAINS.
SHE WON THE CHINESE DINNER
FOR TWO BUT AFTER DOING ALL
THAT, PROBABLY DESERVED
MORE.



IN ONE OF OUR MOST EXCITING PROMOTIONS WE GAVE OUT PASSES TO THE SAN DIEGO ZOO AND A GRAND PRIZE OF PASSES AND A PLUSH PANDA TO GUESTS WHO CAME UP WITH THE BEST NAMES FOR OUR PANDA IN THE BOX OFFICE. THE ZOO GAVE OUT PACIFIC THEATRE PASSES WHICH COULD BE USED TO SEE



THE APPROVAL LETTERS FROM THE SAN DIEGO ZOO MARKETING DEPARTMENT



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Executive Director

The Zoological Society of San Diego

May 19, 1998

Martha Copely
Pacific Theatres
465-3040

Dear Martha:

Thank you for considering the World-Famous San Diego Zoo for your upcoming promotion for Disney's "Mulan"!

Enclosed is a logo to be used on the signs to be displayed at the theater/ticket booth windows. Could you please fax a copy of the final version of the sign before displaying it so that I can sign-off on it? My fax number is: 619-696-6880.

I wish you luck with your promotion and look forward to seeing the film! Any questions, please feel free to contact me directly at: 619-231-1515, ext. 4427.

Sincerely,

Elizabeth Hamm
Promotions Coordinator
Zoological Society of San Diego



The Zoological Society of San Diego

May 22, 1998

**Martha Copely
Pacific Theatres**

Dear Martha:

Enclosed are tickets for the San Diego Zoo for the Pacific Theatres/Grossmont Center ticket give-away in conjunction with the upcoming film "Mulan".

12 tickets to the San Diego Zoo

Please note that the sale of promotion items is prohibited. Any use other than promotional purposes must receive prior approval by the Marketing Department for the Zoological Society.

We are happy to participate in this promotional opportunity and look forward to working with you again. If you have any questions please call me at (619) 231-1515, ext.4427. Thank you!

Sincerely,

**Elizabeth Hamm
Media Promotions Coordinator**

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USMC (Ret.)
Lee S. Monroe, M.D.
John M. Thornton
Milton G. Wegforth
Charles L. Bieler
Executive Director Emeritus
Douglas G. Myers
Executive Director

*SIGNS THAT HUNG IN THE BOX
OFFICE AND SOME HUMOROUS
BUT UNSUCCESSFUL ENTRIES*

Little Rubby

Iggy

Bamboozle



Pandity Bear



The
San Diego
Zoo

Zoo passes and
plush panda were
generously donated
by the World -
Famous San Diego
Zoo. Please visit
their giant pandas.

PLEASE NAME ME!

Hi. I am a giant panda. In celebration of the opening of **Disney's Mulan, Pacific's Grossmont Center 8** theatre is asking guests to come up with the most original and creative names for me.

One grand prize winner gets to take me home and also gets **San Diego Zoo** passes for two and five runner's up winners win zoo passes for two.

Chi-chi
age-s

- Blake-i-Poo -

Walt

Ying Yang



Bimba

ONE OF OUR
RUNNER'S UP,
ANITA KARIM,
EXPLAINED TO



ANITA KARIM



NAME THE PANDA
"DIBBU"

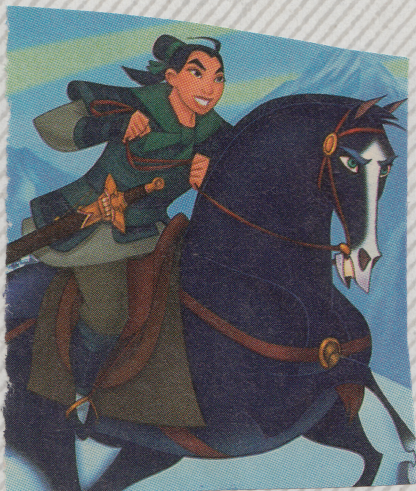


US THAT THE
NAME SHE
CHOSE MEANT
TEDDY BEAR
IN ARABIC

*RUNNER-UP VALERIE DEAN WAS
CONVINCED HER CONNECTION
WITH THE PANDA AND SAN
DIEGO WAS A WINNER AND WE
AGREED*

Pandiego

Valerie Dean



MULAN



Cynthia McGowan

30 years

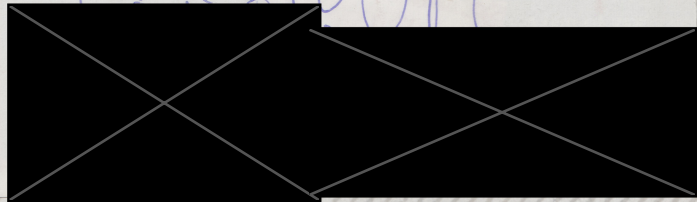
Panda name :
gray area

Pic: 5,974

WE DIDN'T GET A PICTURE OF
RUNNER-UP CYNTHIA MCGOWAN
BECAUSE SHE HAD TO COME
PICK UP HER PRIZE A FEW DAYS
AFTER EVERYONE ELSE. THE
REASON WAS BECAUSE WE
CALLED HER ON HER 31st
BIRTHDAY AND SHE WAS
HAVING HER PARTY. SHE
AGREED WITH US HOWEVER
THAT SAN DIEGO ZOO PASSES
WERE A PRETTY GOOD
BIRTHDAY PRESENT.

WHILE
PERHAPS
NOT THE
MOST
APPROPRIATE

Mr. Chicken
Tina Moore

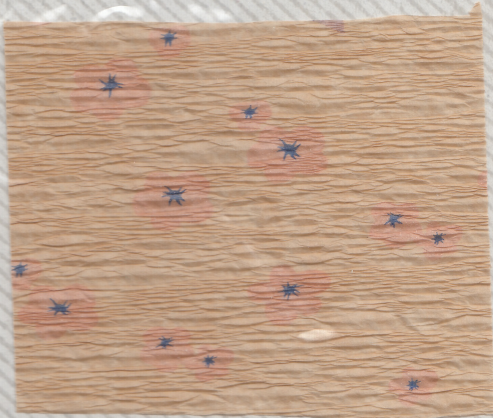


NAME FOR
A PANDA,
RUNNER-UP
TINA MOORE'S
ENTRY MADE
US ALL LAUGH

Holly Baca

NAME OF PANDA:

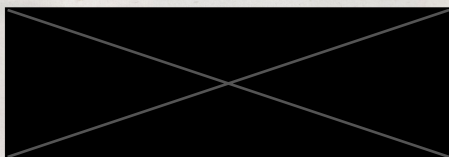
LAO-TZU



*RUNNER-UP HOLLY BACA WAS
THRILLED TO WIN HER ZOO
PASSES AND WAS IMPRESSED BY
THE NAME CHOSEN BY THE
GRAND PRIZE WINNER*

~~Carly Simpson~~ (Calling back)

Carly Simpson
Age 12



Names:

Good Fortune



OUR GRAND PRIZE WINNER,
12 YEAR-OLD CARLY SIMPSON,
LOVED HER NEW PANDA GOOD
FORTUNE, AND HER ZOO PASSES

OPENING WEEKEND EVENTS



Disney



PACIFIC THEATRES



ON
SATURDAY,
JUNE 20,
THE
CHINESE
MARTIAL
ARTS
INSTITUTE
PERFORMED
IN FRONT



OF OUR
THEATRE.
THEY
FOCUSED
THEIR SHOW
ON FEMALE
STUDENTS
IN HONOR
OF MULAN.

Mulan





*STUDENTS SHOW OFF THEIR
MASTERY OF THE WOODEN
STAFF*

STUDENTS DEMONSTRATE THEIR MARTIAL ARTS MOVES







*MALE AND FEMALE STUDENTS
DO BATTLE*





*INSTRUCTOR DWIGHT LOVE
AND STUDENTS SHOW THAT
GIRLS ARE DEFINITELY NOT
WEAKER THAN MEN*



ON SATURDAY, JUNE 20, THE
ASIAN STORY THEATRE PUT ON
A PLAY OF THEIR OWN VERSION
OF THE MULAN LEGEND



Asian Story Theater

Asian Story Theater



YOUNG MULAN
WATCHES HER
FATHER
PRACTICE
MARTIAL
ARTS AND
WANTS TO
LEARN SO THAT
SHE CAN SPEND
TIME WITH HIM



AT FIRST HE WON'T TEACH HER SINCE
SHE'S A GIRL AND IT HURTS HER
FEELINGS



HE
THEN
CHANGES
HIS
MIND
AND
TRAINS
HER
AFTER
THE
CROWD
CONVINCES
HIM





*AS MULAN GROWS
TO BE A WOMAN,
SHE CONTINUES
TO TRAIN WITH
HER FATHER*



*ONE DAY THE LEADER OF THE
IMPERIAL ARMY SHOWS UP TO
RECRUIT A MALE FROM EACH HOUSE*

*AFTER MULAN'S FATHER
EXPLAINS THAT HE IS
TOO OLD TO SERVE,
HE FIGHTS THE ARMY
GENERAL WHO WILL
NOT TAKE NO FOR
AN ANSWER*





*THE GENERAL THEN ORDERS HIS
TROOPS TO DEFEAT MULAN'S FATHER*



*MULAN
FIGHTS
THE
TROOPS
AND
GENERAL
TO KEEP
THEM
FROM
HURTING
HER
FATHER*





WHILE MULAN DOES NOT DEFEAT THE GENERAL, SHE FIGHTS WELL ENOUGH TO CONVINCE HIM THAT SHE CAN TAKE HER FATHER'S PLACE IN THE IMPERIAL ARMY



HOWEVER, THE GENERAL NEEDS MORE TROOPS FOR THE ARMY AND LOOKS TO THE AUDIENCE FOR NEW RECRUITS



*MULAN, THE NEW RECRUITS AND THE
ARMY VETRANS CONTINUE TO TRAIN
FOR THEIR BATTLE WITH THE HUNS*





THE NIGHT BEFORE THE GREAT BATTLE
WITH THE HUNS, MULAN WORRIES
THAT SHE IS NOT PREPARED ENOUGH
AND DECIDES TO TRAIN MORE WHILE
THE OTHER TROOPS SLEEP



IN THE BATTLE THE NEXT DAY, THE
LEADER OF THE HUNS AND THE
IMPERIAL CAPTAIN FIGHT EACH
OTHER. THE HUN LEADER PREVAILS.



*MULAN QUICKLY COMES TO THE
RESCUE OF THE CAPTAIN AND DEFEATS
THE HUN LEADERS*



*EVERYONE BOWS TO THE CHINESE
GODDESS WHO REMINDS EVERYONE
THAT GIRLS ARE NOT WEAKER AND
THAT EVERYONE CAN LIVE IN PEACE*



*THE CAST TAKES A BOW AT THE
END WHILE DIRECTOR KENT
BRISBY CONTINUES TO
PROVIDE LIVE MUSIC*



*THE LARGE CROWD ENJOYED
THE SHOW AND GAVE THEM A
HUGE ROUND OF APPLAUSE AT
THE END*



*ON SUNDAY, JUNE 21, THE
LUCKY LION DANCE TROUPE
PROVIDED LIVE MUSIC AND A
LION DANCE THAT WINDED
THROUGH THE MALL TO
ATTRACT CUSTOMERS FROM ALL
OVER THE SHOPPING CENTER*





*THE MAN DANCES WITH THE
LIONS AND AT FIRST IS AFRAID
OF THEM AS THEY SHOW THEIR
FEROCITY*





THEN THE
MAN GETS
MORE COURAGE



AND IS ABLE
TO SLAY
THE LIONS







*AT THE END THE MAN BOWS HIS
RESPECT TO THE LIONS AND
THE AUDIENCE*



Trust and determination will help you find the best media partner.

ADVERTISING AND MEDIA COVERAGE



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2 WEEKS
BEFORE
MULAN
OPENED
WE HUNG
POSTERS
IN THE
THEATRE
LOBBY
AND



OUTSIDE
NEXT TO
OUR
MARQUEE
TO
ADVERTISE
OUR
OPENING
WEEKEND
EVENTS

COME JOIN OUR CELEBRATION OF DISNEY'S
MULAN.

EXPERIENCE AUTHENTIC CHINESE TRADITION
FOR THE PRICE OF A MOVIE

SATURDAY JUNE 20 - 10 A.M.

MARTIAL ARTS DEMONSTRATIONS BY THE
CHINESE MARTIAL ARTS INSTITUTE
AND SCENES FROM MULAN - THE PLAY
PERFORMED BY THE ASIAN STORY THEATRE OF
SAN DIEGO

SUNDAY JUNE 21 - 10 A.M.

CHINESE LION DANCING AND MUSIC
PERFORMED BY THE LUCKY LION DANCERS
ALSO CHANCES TO WIN SAN DIEGO ZOO
PASSES AND PASSES FOR DINNER AT THE
SUNNY GARDEN CHINESE RESTAURANT

*THE WEEKEND BEFORE MULAN OPENED
WE PASSED OUT HUNDREDS OF
COLORED FLYERS AT TOY STORES AND
THROUGHOUT THE ENTIRE MALL*



A FEW MEMBERS
OF OUR STAFF
WORE CHINESE-
STYLE CLOTHING
TO HELP PROMOTE



MULAN AND MOST OF
THE WORKERS WORE
MULAN BUTTONS FOR
SEVERAL WEEKS BEFORE
MULAN OPENED



*WE WROTE UP A PRESS RELEASE TO
SEND TO ALL THE LOCAL TV STATIONS
AND NEWSPAPERS*



PRESS RELEASE PRESS RELEASE PRESS RELEASE PRESS RELEASE

TO: News Desk - Laurence Gross
RE: Grossmont Center Pacific Theatres *Mulan* Promotion

In celebration of the opening of Disney's *Mulan* the **Pacific Grossmont Center 8 Theatres** at 5500 Grossmont Center Dr. in La Mesa is having Chinese martial arts, scenes from "Mulan - the play" and Chinese lion dancing.

Martial arts by the Chinese Martial Arts Institute will be performed on Saturday June 20 at 10 a.m. in front of the theatre which is on the north side of the Grossmont Center Mall. Scenes and music from "Mulan - the play" will be performed immediately afterwards by the Asian Story Theatre of San Diego.

On Sunday, June 21 at 10 a.m. the Lucky Lion Dancers will perform a southern-style Chinese Lion Dance. The dance, which will be accompanied by live music, is very colorful and dramatic. All of the performers are children or teens.

In addition, guests to the theatre have a chance to win stuffed animals, San Diego Zoo passes and passes for dinner at the Sunny Garden Chinese Restaurant in the Grossmont Center mall.

If you have any questions contact either manager Martha Copley at 465-3040 or supervisor Ian Williams at 465-3040 or 464-1421.

PRESS RELEASE PRESS RELEASE PRESS RELEASE PRESS RELEASE

MAGIC

95.7 *fm*



Today's R&B and Classic Soul

THIS AD RAN IN THE SAN DIEGO
UNION-TRIBUNE ON FRIDAY, JUNE 19

 **PACIFIC THEATRES**
Experience the magic of
MULAN 

CARMEL MOUNTAIN	GROSSMONT CENTER	TOWN SQUARE
<u>Saturday • June 20</u> • Face painting • Free balloons • Lucky Lion Dancers - 12:30pm & 2:45pm	<u>Saturday • June 20</u> • Chinese Martial Arts Institute exhibition - 10am • Live performance of scenes from the play "Mulan" by the Asian Story Theatre - 10am	<u>Saturday • June 20</u> • Face painting and games for kids - Noon to 4pm • Prizes for all who play • Live performance of scenes from the play "Mulan" - 3pm
	<u>Sunday • June 21</u> • Lucky Lion Dancers - 10am • Prize drawings for a "Mulan" plush toy, passes to the San Diego Zoo, and dinner for two at the Sunny Garden Chinese restaurant!	<u>Sunday • June 21</u> • Contests and prizes - Noon to 4pm • Enter to win a complete movie package

RADIO MENTIONS OF OUR OPENING
WEEKEND ACTIVITIES RAN THURSDAY,
JUNE 18 - SATURDAY, JUNE 20 ON
Q106 FM AND MAGIC 95.7 FM.
WE EXCHANGED PASSES FOR THE
MENTIONS WHICH WERE GIVEN OUT
TO LISTENERS WHO COULD USE THEM
TO COME SEE MULAN.



